ABSTRACT OF THE DISCLOSURE

An apparatus for driving a liquid crystal display includes a data driver alternately applying first data voltages and second voltages to pixels for a horizontal period and a signal controller changing a state of an inversion signal between an end of the transmission of first image data corresponding to the first data voltages and a start of the transmission of second image data corresponding the second data voltages and the polarity of the common voltage between an end of the application of the data voltages for a row and a start of the application of the data voltages for a next row.